



**THE LAKES**  
**AT EL SEGUNDO**

# November Breakfast Meeting

**Topic:** The World According to... Integrating GARP into our RIM Program  
**Speaker:** **Barbara M. Cross, CRM, MLS**  
**Location:** The Lakes at El Segundo  
400 South Sepulveda Blvd.  
El Segundo, CA 90245  
310-322-0202  
**Date:** November 16, 2011  
**Time:** Registration 8:00  
Breakfast Buffet 8:30  
Speaker 9:00  
**Price:** \$30.00 members, \$35.00 nonmembers



## About the Speaker:

Barbara has 24 years of experience in the field of Records and Information Management. She is currently Executive Director of Records and Information Management at Sony Pictures Entertainment where she oversees SPE's Records and Information Management program. Barbara holds a MLS in Library and Information Science from UCLA, and a B.A. in History and Political Science from the University of Wisconsin, Madison. She received her Certified Records Manager designation in January 1996. Barbara is a member of the Greater Los Angeles Chapter of ARMA where she has been an active member for over 15 years. She has served on the Board as Past President, President, Director of Education, Director of Technology, and CRM liaison. Barbara is a frequent speaker on records and information management topics and has spoken to various Southern California ARMA chapters as well as at ARMA International Conferences.

## Presentation Topic:



Records and recordkeeping are inextricably linked with any organized activity. It is only through the information an organization records in the normal course of business that it can know what it has done and effectively plan what it will do in the future. As a key resource in the operation of any organization, records must be created, organized, secured, maintained, and used in a way that effectively supports the activity of that organization, including:

- Facilitating and sustaining day-to-day operations
- Supporting predictive activities such as budgeting and planning
- Assisting in answering questions about past decisions and activities
- Demonstrating and documenting compliance with applicable laws, regulations, and standards

